

JEWELRY

De Beers debuts gender-inclusive jewelry with RVL collection

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De Beers RVL collection launch. Image courtesy of De Beers

By LUXURY DAILY NEWS SERVICE

Diamond company De Beers has gone gender-neutral for its latest jewelry offering.

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The world's leading diamond business has signaled an industry shift with the release of De Beers RVL collection. Available globally both in-stores and online this month, De Beers' drop is modern in design and declaration, inviting everyone to celebrate the essence of who they are.

"The beauty of this collection is that there is no prescription about who should wear these pieces or how they should be styled; it is entirely up to the wearer," said Cline Assimon, CEO at De Beers Jewelers, in a [statement](#).

"The designs feature a secret code, but they also reflect striations visible in rocks, which reveal the story of the earth in which our diamonds were formed naturally," she said. "De Beers RVL serves to signify both our commitment to design jewelry that allows our clients express who they are and our heritage as pioneers of diamond perfection."

What's in a name?

The brand's own monogram inspired the look and feel of its latest collection.

Outlines of the house's 'D' and 'B' have been imprinted in each piece's metal construction, forming lines that resemble a code when viewed head-on, and gear when viewed from the side.



Band Rings are pictured in Titanium and Rose Gold, and White Gold, varieties. Signet Ring is pictured in White Gold. Each white gold piece features pavé-set diamonds. Images courtesy of De Beers

Just as De Beers' initials are not immediately identifiable at first glance, the collection symbolizes the many layers of depth that one's unique character can contain.

De Beers RVL enters the market with genderless necklaces the RVL Pendant in rings the RVL Signet and RVL Band and bracelets the RVL Cord. Mixed metal materializations come to life by way of four 18-karat white gold and diamond designs, joined by three pieces in black titanium and 18-karat rose gold.

[View this post on Instagram](#)

A post shared by De Beers (@debeersofficial)

Contemporary materials, distinct designs and playful styling mark the collection's campaign.

The gender-neutral jewelry space is growing.

U.S. jeweler Tiffany & Co. made an appeal to younger audiences with the launch of Tiffany Lock, a unisex fine jewelry collection of bracelets featuring a unique clasp design that swivels into place to lock ([see story](#)).

Meanwhile, Balmain claimed its stake in the genderless jewelry game with the debut of androgynous designs in July, after announcing the launch at the top of this year ([see story](#)). The maison's collection is both sustainable and ethically sourced.

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